

**MALAYSIAN MUSLIM CONSUMER CREDIT CARD USAGE  
BEHAVIOR**

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# **MALAYSIAN MUSLIM CONSUMER CREDIT CARD USAGE BEHAVIOR**

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## ABSTRACT

The objective of this study aims to identify Malaysian Muslim consumer credit card usage behaviour. This study also identifies financial knowledge, attitude toward credit card, bank policies and lifestyle toward Malaysian Muslim consumer credit card usage behaviour. There were 86 people being chosen to be the respondent of this study by the simple random sampling method. The results which were being tested by multiple regression showed that there were significant relationship between financial knowledge and bank policies which Malaysian Muslim consumer credit card usage behaviour, financial knowledge ( $\beta=0.171$ ,  $p<0.05$ ), bank policies ( $\beta=0.677$ ,  $p<0.05$ ) while there were no significant relationship between attitude toward credit card and lifestyle with Malaysian Muslim consumer credit card usage behaviour ( $\beta=0.086$ ,  $p>0.05$ ) ( $\beta=0.066$ ,  $p>0.05$ ). In addition, the findings which were being tested using Pearson correlation showed that there was a significant relationship between financial knowledge and bank policies with Malaysian Muslim consumer credit card usage behaviour ( $r=0.047$ ,  $p<0.05$ ) ( $r=0.000$ ,  $p<0.05$ ) and also there was no significant relationship between attitude toward credit card and lifestyle with Malaysian Muslim consumer credit card usage behaviour ( $r=0.387$ ,  $p>0.05$ ) ( $r=0.424$ ,  $p>0.05$ ). Therefore, this study concludes that financial knowledge and bank policies influencing the Malaysian consumer credit card usage behaviour. Meanwhile, attitude toward credit card and lifestyle not influencing Malaysian Muslim consumer credit card usage behaviour. To get better and accurate results, future research should increase sample size to a bigger geographic areas and larger sample and it is recommended to determine other factors which might affect Malaysian Muslim consumer credit card usage behaviour. Future research should focus on developing a consistent measure of attitude toward credit or Muslim lifestyle and also examine the relationship between Islamic financial knowledge and a variety of personal attitudes other than credit card usage behaviour.

**Keywords:** Muslim, Consumer, Malaysian, Credit card, financial knowledge, Bank policies, Lifestyle

## ABSTRAK

Objektif kajian ini bertujuan untuk mengenalpasti tingkah laku Muslim Malaysia menggunakan kad kredit. Kajian ini juga mengenalpasti pengetahuan kewangan, sikap terhadap kad kredit, dasar bank dan gaya hidup dengan tingkah laku pengguna Muslim Malaysia menggunakan kad kredit. Terdapat 86 orang yang dipilih sebagai responden kajian ini menggunakan kaedah persampelan rawak mudah. Keputusan yang telah diuji oleh pelbagai regresi menunjukkan bahawa terdapat hubungan yang signifikan antara pengetahuan kewangan dan dasar bank dengan tingkah laku pengguna Muslim Malaysia menggunakan kad kredit, pengetahuan kewangan ( $\beta = 0,171$ ,  $p < 0.05$ ), dasar-dasar bank ( $\beta = 0,677$ ,  $p < 0.05$ ) manakala terdapat hubungan yang tak signifikan antara sikap terhadap kad kredit dan gaya hidup dengan tingkah laku pengguna Muslim Malaysia menggunakan kad kredit ( $\beta = 0.086$ ,  $p > 0.05$ ) ( $\beta = 0.066$ ,  $p > 0.05$ ). Di samping itu, hasil kajian yang telah diuji menggunakan korelasi Pearson menunjukkan terdapat hubungan yang signifikan antara pengetahuan kewangan dan dasar bank dengan tingkah laku Muslim Malaysia. Tingkah laku pengguna Muslim Malaysia menggunakan kad kredit ( $r = 0,047$ ,  $p < 0.05$ ) ( $r = 0.000$ ,  $p < 0.05$ ) dan juga tidak terdapat hubungan yang di antara sikap terhadap kad kredit dan gaya hidup dengan tingkah laku pengguna Muslim Malaysia menggunakan kad kredit ( $r = 0,387$ ,  $p > 0.05$ ) ( $r = 0,424$ ,  $p > 0.05$ ). Oleh itu, kajian ini menyimpulkan bahawa pengetahuan kewangan dan dasar bank mempengaruhi tingkah laku pengguna Muslim Malaysia menggunakan kad kredit. Sementara itu, sikap terhadap kad kredit dan gaya hidup tidak mempengaruhi tingkah laku pengguna Muslim Malaysia menggunakan kad kredit. Untuk mendapatkan keputusan yang lebih baik dan tepat, kajian masa depan perlu meningkatkan saiz sampel kepada kawasan geografi yang lebih besar dan sampel yang lebih besar dan ia disyorkan untuk menentukan faktor-faktor lain yang mungkin mempengaruhi tingkah laku pengguna Muslim Malaysia menggunakan kad kredit. Kajian akan datang perlu member fokus kepada membangunkan langkah konsisten sikap terhadap kredit atau cara hidup Islam dan juga mengkaji hubungan antara pengetahuan kewangan Islam dan pelbagai sikap peribadi yang lain daripada tingkah laku penggunaan kad kredit.

Kata kunci: Muslim, Pengguna, Malaysia, Kad kredit, Pengetahuan, Bank, Gaya hidup

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

This chapter introduces the background of the Islamic banking product such as credit card and Muslim consumer behavior particularly in Malaysia where the study was conducted. This chapter consists of seven parts which highlight the background of the study, problem statement, research question and objective of the study, followed by the significance of the study, scope of the study, and definition of key terms. The chapter concludes with the explanation regarding scope of the study.

#### 1.2 Background of the study

Islamic credit card is one of the most successful products of Islamic banking that has been recognized as Shariah compliant product by Shariah advisory council of Bank Negara Malaysia (BNM). Islamic credit card is primarily based on Shariah which makes Muslim consumers confident to apply for credit card from Islamic financial institution. It uses Islamic purchase contracts such as *bay*, *al-inah murabaha*, *ijarah*, *kafalah*, *wakalah* and *tawarruq*. It is free from interest which is consistent with the teachings of Islam. Since Islamic credit card does not involve *riba*, it is becoming popular to Muslim consumers.

The contents of  
the thesis is for  
internal user  
only

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